



Daniel Halden &lt;daniel.halden@lacity.org&gt;

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**Joseph Archie, AT&T, Letter**

1 message

**Ginnie Gallo** <Ginnie@hollywoodbid.org>

Thu, Jul 23, 2015 at 11:39 AM

To: "Dan Halden (daniel.halden@lacity.org)" &lt;daniel.halden@lacity.org&gt;, Matthew Severson

&lt;Matthew@hollywoodbid.org&gt;

Cc: Kerry Morrison &lt;Kerry@hollywoodbid.org&gt;

Good morning,

Attached please find a copy of the letter from Kerry to Joseph A. Archie, Area Manager, AT&T Corporate Real Estate. The letter outlines the agreement with Mr. Archie regarding AT&T's Hollywood buildings.

Thanks,

Ginnie

**Ginnie Gallo**

Administrative Coordinator

Hollywood Property Owners Alliance

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**Joseph A, Archie-ATT Letter 7-21-15.pdf**

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Kerry Morrison  
Executive Director

July 21, 2015

Mr. Joseph A. Archie  
Area Manager – Los Angeles  
AT&T Corporate Real Estate  
600 East Green Street, Room 200  
Pasadena, California 91101

Subject: Improvements in Sunset & Vine BID

Dear Mr. Archie,

Thank you for taking the time to meet with several of us representing the Sunset & Vine BID on June 29. We appreciated having the opportunity to meet your colleagues as well.

As we mentioned to you, in April a delegation from the BID represented by board members, staff, and vendors, walked every street in the District noting areas where attention was required to improve public safety and/or aesthetics. Where some conditions can be addressed directly by us, in most cases, we require the assistance of our public sector partners, private property owners, or both.

There were two areas we brought to your attention on June 29. The first involved the rear parking lot area behind the Denny's at Sunset & Van Ness, right at the Sunset off-ramp of the 101 freeway. We are working with the council office and the office of State Senator Kevin DeLeon to encourage CalTrans to install fencing and/or lighting to discourage the encampments that occur there. We appreciate your willingness to look at installing materials around that structure that would discourage sleeping (ideally a rock-type material). Last week we met with Cal Trans and the CHP at the site and noticed that a soft bark had recently been installed on two sides of the structure.

Second, regarding the main building at Gower and DeLongpre, we discussed three ideas that would help to improve and beautify the area:

1. Planting of trees in the parkway that surrounds the property on three sides (Gower, DeLongpre, El Centro).
2. Installing some type of drought-resistant ground cover in the parkway.
3. Painting the historical building



July 21, 2015

Page two

To that end, we have:

- received a commitment from the Central Hollywood Coalition, the nonprofit board that manages the Sunset & Vine BID that the BID would take care of tree irrigation for trees planted on the perimeter of the property until they are established.
- also reached out to the Historic Resources Group to see if they have guidance on the type of painting that would enhance the historical features of the DeLongpre property.
- received a commitment from the Central Hollywood Coalition, that once painted, the BID would be responsible for any graffiti abatement on the building, using the paint provided to match the chosen paint for the project.

Please let me know how I can be of assistance on next steps on this project.

With appreciation,



Kerry Morrison

cc: Dan Haldan, CD 13  
Matthew Severson, Operations Coordinator, Sunset & Vine BID  
Board of Directors, Central Hollywood Coalition